

Make it Vivid with Video: A New Communication Method for IPM Education on Diseases of Ornamentals

Project Leaders: Margery Daughtrey, Senior Extension Associate, Department of Plant Pathology and Plant-Microbe Biology
Brian Eshenaur, NYS IPM
Betsy Lamb, NYS IPM

Cooperators: Nora Catlin, Cornell Cooperative Extension, Suffolk County
Alexis Alvey, Cornell Cooperative Extension, Suffolk County
Neil Mattson, Department of Horticulture
Craig Cramer, Department of Horticulture

Abstract:

In order to make optimum use of some of the newest communication options, it is necessary for extension educators to keep acquiring new skills. Up until now, video has been under-utilized by extension educators in NY, but its potential to demonstrate ideas memorably is far more powerful than that of the standard extension fact sheet. We would like to conduct a workshop to introduce extension educators who help growers with pest management on their ornamental crops to learn the basics of preparing short educational videos. The intent is that they can incorporate videos into their talks and upload them to the web for even wider distribution. Information on disease management topics will be communicated during the workshop, and all participants will have hands-on training for making educational videos on this topic using cameras and FlipVideo.

Background and justification: Extension education today encompasses many different forms of communication: one-to-one communication through phone conversations and email, one-to-many communications at regional training sessions, and global communications via the internet. This project allows NY IPM for ornamentals to be at the forefront of a new extension delivery method. The video format can show pest problems and management options on location in a way that growers can relate to easily. In addition, due to the web format, the information can reach new audiences—at their convenience.

Objectives:

1. Gather examples of good and bad educational videos on pest management, and develop a resource list of good examples for educator use.
2. Teach NY extension educators with horticulture responsibility (and other commodities as space permits) key facts about the identification and management of the 10 most common disease problems for both greenhouse- and outdoor-grown ornamental crops in the state. (Workshop size approximately 15 total.)
3. Teach participants how to take good quality educational videos with camera and FlipVideo equipment, how to edit them, and how to embed them in their powerpoints and upload them to the Internet.
4. Evaluate the program in 2010 and 2011 by surveying participants quarterly on how they have used the technology and how it has been received by their audiences.

Procedures:

1. Review educational videos available on the Internet that focus on integrated pest management for greenhouse and outdoor-grown ornamentals. Develop and post a resource of web addresses for the most useful of these. (The best and worst examples will be viewed in the introductory evening of the workshop for group discussion).
2. Organize a 2-day workshop for extension educators in Riverhead at the Long Island Horticultural Research & Extension Center to be held early June 2010. This site has ideal facilities for this workshop: a meeting room with free internet access, microscopes, diseased plant samples, a greenhouse and a large perennial garden. Powerpoint presentations and handouts will be provided on the major disease problems in greenhouse and outdoor plant production. Group discussions will allow exchange of information.
3. The second half of the workshop will focus on hands-on experience using cameras and FlipVideo equipment to prepare short video segments. Craig Cramer will be on hand as a consultant regarding photographic quality, the basics of editing, and how to upload information to the internet, and will provide 2 FlipVideo units. Neil Mattson and Margery Daughtrey will both bring FlipVideo cameras to the workshop as well. Attendees will work either individually or in small teams to create videos.
4. A simple email survey will go out quarterly to participants asking for accomplishments (diagnoses, video presentations) which were facilitated by the workshop.

Results to date:

- 1) Two FlipVideo units purchased to develop practice videos. The remaining units have been ordered and will be passed out to other collaborators in early 2010.
- 2) Margery Daughtrey, Nora Catlin, and Alexis Alvey met in mid-November to discuss how to take practice videos during extension events this winter and have each spent some time filming to get used to the FlipVideo devices.
- 3) An initial plan for developing videos to teach the participants, based on these practice videos, has been developed.